

## **MEDIA RELEASE**

**2 September, 2024**

### **Wellington Restaurant Beats World Record for Number of Burgers Sold In One Day**

Wilson Barbecue broke a World Record on Saturday (31 August) by selling 6,336 burgers in one day from their Johnsonville, Wellington restaurant.

The Wilson Barbecue team sold (and made) an average of seven burgers a minute over a 15 hour period to break the record for the most burgers sold in a day, set by American YouTuber MrBeast in 2022.

The event supported Porirua charity WELLfed, with 10% of sales donated to the adult-education programme which teaches kai, cooking and life-skills.

The total amount donated to WELLfed was \$10,946.31, which included 10% of sales, plus further money that came from Wilson Barbecue's suppliers who donated ingredients. This money will feed 4,360 mouths!

"WELLfed really appreciates everyone who got involved in breaking the world record! The funds raised will be used to support and equip locals learning to cook and grow affordable, nutritious kai for their whānau at WELLfed."

"This generous support will be instrumental in our mission to nourish our community through food and connections. This unexpected financial contribution comes at a time of increasing need," Kim says.

The support from the Wellington community was a highlight says Blair Wilson, co-owner of Wilson Barbecue. "People really came together to support the World Record Attempt."

People could purchase a \$10 cheeseburger for themselves, or purchase a Pay It Forward burger to get passed on to someone else.

"Achieving the World Record is very cool, but the special part was working with our team, the WELLfed team and the Wellington community to raise such an amazing amount of money. Seeing all of the Pay It Forward burgers coming through gave us such a boost throughout the day and there were definitely a few tears shed out of pure gratitude!" says Casey, co-owner of Wilson Barbecue.

Visa Wellington On a Plate Manager Beth Brash says the World Record really finished the Wellington On A Plate festival off with a bang.

"I was blown away by Casey, Blair and the whole team at Wilson Barbecue's commitment and hard work to pull this off. It was incredible to see the public

come out in their droves, in probably the worst weather we've had all winter to support them. It really shows how much Wellingtonians love a good burger! We're also thrilled that the amazing team at WELLfed will also benefit from this, and the impact of that donation will have benefits to our communities for years to come" says Beth.

- ENDS -

**For media enquiries please contact:**

Casey Wilson  
Wilson Barbecue  
E: [casey@wilsonbarbecue.com](mailto:casey@wilsonbarbecue.com)  
Ph: 0212996524

Gillian Monahan  
Wellington Culinary Events Trust  
E: [media@wellingtononaplate.com](mailto:media@wellingtononaplate.com) Ph: +64 27 2884 911

**About Visa Wellington On a Plate**

Visa Wellington On a Plate is the largest culinary festival in the Southern Hemisphere. Festival goers can explore a curated programme of festival events, ticketed events, and the ever popular Burger Wellington. Currently in its 16th year, Visa Wellington On a Plate is firmly established as a key event in the festival calendar for people across the Wellington region, and New Zealand.  
[www.VisaWOAP.com](http://www.VisaWOAP.com)

**About The Wellington Culinary Events Trust**

The Wellington Culinary Events Trust is a not-for-profit trust established in 2014 to run iconic culinary events including Visa Wellington On a Plate and Beervana.  
[www.wcet.org.nz](http://www.wcet.org.nz)